The Creative Economy

Arts as an Economic Driver and Community Builder in Transylvania County

July 2021
Today's Discussion

The Local/Regional Creative Economy

How a Community Benefits from Arts

Brief Background on TC Arts Council

How You Can Help

Q & A
The Creative Economy
North Carolina

16,940 Arts-Related Businesses Employ 69,201 People
417,002 Indirect and direct jobs - over 7% of state's workforce

Reference: Americans for the Arts and NC Arts Creative Vitality Suite
The Creative Economy
Transylvania County

Reference: Americans for the Arts

67 Arts-Related Businesses Employ 549 People
The Creative Economy
Transylvania County

Chamber of Commerce

44 Businesses/Nonprofits with Arts as **Primary** Offering

Current Business of the Month: Blue Moon Gallery & Frame

Reference: Brevard/Transylvania Chamber of Commerce Website - Business Categories
Community Benefits

1. Arts strengthen the economy
2. Arts drive tourism and revenue to local businesses
3. Arts unify communities

Reference: Americans for the Arts
Local Community Arts Nonprofits

NC attendees on average spend $30.66 per each Arts & Culture event in addition to the cost of admission.

64.6% of non-local attendees said the event was primary purpose for coming to the area.

Reference: Arts North Carolina - How Do Arts Nonprofits Impact the North Carolina Economy

Photo: Rob Travis
Brevard Music Center

A few statistics

$14.9 Million
Total Economic Impact for TC in 2015

18% of total tourism dollars in TC in 2015

245 FTE jobs supported locally by BMC despite seasonality

Reference: Brevard Music Center Economic Impact Study 2015
TC Arts Story

- **1972**: Organized as Festival for the Arts
- **1982**: Filed to become 501C-3 Organization
- **2016-17**: Building was completely renovated
- **2017**: Number 7 Arts relocated to corner of Main St. & Broad St. - 38 artists
- **2020**: Closed Building due to pandemic, reopened in April 2021
- **Present**: Continuing our mission of "Arts for All"
TC Arts Mission

To enhance the quality of life in Transylvania County by celebrating and nurturing the creative spirit of artists, youth and individuals throughout the County.

We will accomplish this mission by: promoting all visual and performing arts in the County; educating our youth; educating adults, both locals and visitors; providing art opportunities for all;

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- enhancing Economic Development through the arts; and
- being the voice for the arts in Transylvania County
Our signature programs

Arts in Schools

Summer Arts Academy

Performing Arts Series

Exhibits to Support Working Artists

Number 7 Arts

Community Pottery Program
Resources to learn more

tcarts.org
ncarts.org
artsnc.org
americansforthearts.org
southarts.org

Any and all Transylvania County arts businesses & nonprofits
How can you help?

- Continue to learn more about The Creative Economy
- Inform, influence & be an Ambassador
- Support Legislative funding for the arts
- Connect with us...

@TCArtsCouncil  @tcartsbrevard  Sign up for Newsletter www.tcarts.org
Questions, comments, ideas?
Feel free to reach out!